

MISSION STATEMENT

To rely on Maxi Security's 18 years of business experience to provide a technology-driven company, focusing on security and in doing so outperforming the company's competitors.

To build on its long-standing experience by continuously researching and implementing cutting-edge technology to improve the effectiveness of the services rendered, and client satisfaction.

To retain the reputation of transparent security service provider with the highest regard for integrity and the law.

To continue to maximize its clients' business interests through:

- the recruitment and empowerment of high calibre staff
- the development and application of functional systems
- the preservation of clients' personnel, assets and image



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VISION

Maxi Security prides itself on:

- Superior client service
- Flexibility and innovative ability
- Comprehensive security delivery
- Integrity in every aspect of its business

COMPANY BACKGROUND

Maxi Security was established in 1991 by Danie and Michelle de Villiers. Through meaningful skill transfer and truly transparent empowerment of its 55% black-owned company, Maxi Phumelela Security (Pty) Ltd was established in 2001 with Patricia Mandindi and Ackim Dube holding 20% and 35% of the shares, respectively. We are proud to have achieved a Level 1 B-BBEE accreditation in 2019.



Maxi Security has established itself as a leading service provider in all the major metropolitan areas of South Africa.

The growth of the company stems from organic growth and strategic acquisitions. Maxi Security has worked endlessly to cultivate a stable client base which is comprised of many blue-chip companies across the corporate, retail, industrial, warehousing, wholesale and gaming sectors, as well as metropolitan councils and parastatal organisations.

Maxi Security's stability is largely due to the company's intensive succession training as well as the integration of experienced black managers, resulting in a thoroughly motivated management structure. Management participates in a meaningful profit-sharing scheme, which is driven on a performance assessment basis with specific emphasis being placed on client and staff retention.

The establishment of a wholly-owned software development company, Iris AI (Pty) Ltd, and employment of expert resources, has opened up new horizons in the fields of artificial intelligence and the information technology environment.

COMPLIANCE

- Company Registration No. 2001/001526/07
- SARS compliant
- COID compliant
- Registered member of PSIRA
- B-BBEE Level 1
- SASSETA training institution accreditation
- PSIRA training institution accreditation
- NOSA accredited training institution
- PFTC (Professional Firearm Training Council) training institution
- Registered member of the South African
- Security Employers Organization (SSEO)
- CIDB 7SQ PE Grading



BROAD-BASED BLACK ECONOMIC EMPOWERMENT

Maxi Security is the holder of a level 1 B-BBEE certificate.

From a compliance perspective, Maxi Security observes and endeavours to abide by the Codes of Good Practice, issued in terms of the Broad-Based Black Economic Empowerment Act, 53 of 2003. Otherwise, Maxi Security focuses on BEE with regard to BEE procurement, skills development and social responsibility. This is showcased by Maxi Security having:

- subscribed to the policy of promoting from within. This has led to meaningful empowerment of employees such as senior managers purchasing their own homes.
- purchased a block of flats to provide affordable and safe accommodation for security officers and their families.
- implemented a staff provident fund and funeral benefits.
- obtained SASSETA accreditation and training learners on an ongoing basis.
- established a support centre offering in-house counselling and advice.
- run and funded social projects with the aim to uplift the disadvantaged in rural areas. These include community projects in the townships of Soshanguve and Ekangala, and educational institutions such as Strauss Secondary School in Ekangala.
- supported, and continues to support, Nqabara Eco River Lodge, a community-run & owned guest lodge in the Transkei, forming part of the Wild Coast Meander hiking trail.



EFFICIENCY & EXPERIENCE

From its head office in Orchards, Johannesburg, and local offices in South Africa's major metropolitan areas, Maxi Security efficiently services clients across the country. It is the company's nationwide presence, established over the past 18 years, combined with hands-on management and extensive experience which ensures that Maxi Security delivers a diverse range of consistently professional and superior security and related services.

SECURITY SOLUTIONS

Maxi Security initially focused on servicing clients in the corporate sector. However, its operations quickly spread to clients across the industrial, retail, logistics, mining, wholesale and gaming sectors, as well as government and parastatal organisations. Its offering extends beyond guarding to include an investigations unit, VIP protection, 24-hr control room and call centre, monitoring and reaction services, tracking services, canine unit, training centres, access control, fencing, CCTV, and notably its artificial intelligence software solutions.

MACHINE LEARNING INTELLIGENCE

With the establishment of its wholly-owned software development company, Iris AI (Pty) Ltd, Maxi Security has been able to re-engineer its offering to the market. The company has built a specialised resource which focuses on artificial intelligence software. The flagship product is Activeye, the first machine learning intelligence solution in South Africa.



Activeye uses a combination of analytics tools to generate rules based on site activities, which are thereafter processed by an artificial intelligence engine to notify stakeholders of any behaviour anomalies, in real-time. The platform relies on various analytics tools such as gender, age, ethnicity and emotionality detection, identification of human-related traits, object identification, vehicle identification, people counting and car counting. These analytics tools are applied to the data captured by on-site CCTV. Activeye can exceed the data captured by any other CCTV solution on the market by converting any 2MP IP or analogue camera into a facial recognition and number plate recognition camera by using Activeye's AI. The Activeye self-learning algorithms analyse the data. The outcome is continually evolving behaviour, and corresponding rules. From this, anomalous behaviour can be identified, and the correct personnel alerted to the event in real-time.

The national footprint of Maxi Security enables its expert technical teams to provide services in all major metropolitan area. The company's traditional security installation teams have been upskilled and are now empowered to do not only alarm and CCTV installations but also large network installations.

The engineers and developers at Iris AI hold qualifications in informatics, information system software development, MCS D programming, and have long-standing and extensive experience in military AI systems, coding and machine learning, and intelligence systems. They have delivered projects in enterprise risk management, fraud detection, cyber security, asset management, financial management, high-volume surveillance, physical security information management, covert intelligence, OSINT, machine vision, predictive and prescriptive analytical systems, heavy industrial systems (mining, motor vehicle manufacturing, metal manufacturing), intelligent contact centres, and operational artificial intelligence.

To date, the Activeye machine learning solution has been successfully implemented at major malls in South Africa, shopping centres, universities, office parks and residential estates.

Maxi Security and Iris AI are both fully compliant with the provisions of the Protection of Personal Information Act, 4 of 2013 (POPI Act). Iris AI also satisfies the requirements prescribed by the EU General Data Protection Regulation (GDPR) which allows it to service clients based in the European Union.



GUARDING

Maxi Security prides itself on rendering guarding services in the following spheres:

- Industrial
- Corporate
- Retail
- Logistics
- Wholesale
- Wholesale
- Mining
- Gaming
- National Key Point
- Government & Parastatal Organisations

The success of the company's guarding division is largely due to Maxi Security's stringent control and management. Its 24-hour control room and call centre are dynamic areas of the company which utilize its proprietary written software, Maxi Manage, to monitor all activities on all sites. This system is the operating platform from which Maxi Security's entire organisation is integrated – from a site, through to the company's operations department and most senior management.

Maxi Security utilizes Active Track devices and Active View reports extensively throughout its organization to monitor its manpower deployed to sites, as well as the activities of its managers.

The company's systems ensure that every aspect of the service it delivers can be viewed by management at any time to ensure that Maxi Security adheres to and maintains a superior service delivery.

While the systems set Maxi Security apart from its competitors, a security company is only as good as the employee responsible for a site. The site manager needs to be of the correct calibre to add value to the site as a risk manager responsible for the security officers. It is for this reason that the company employs highly skilled site managers who can fulfil the role of facility manager on site, and assist with the enforcement of health and safety legislation.



MONITORING

Maxi Security has formed a strategic partnership with Active Track (Pty) Ltd. Active Track is the exclusive supplier of Active Track devices, a state-of-the-art workforce management tool. The device combines the very best of the various security monitoring devices on the market into a robust, intelligent device. The hand-held device boasts RFID, GPS and GSM capabilities, a battery life of up to 72 hours, and a waterproof, shock-proof and tamper-proof design. The device has revolutionized monitoring and communication with security officers in the security industry.

Every security officer and manager is issued with an Active Track device to enable the company to monitor and track employees' movements remotely and in real-time, and its personnel to communicate any threats or emergencies to the control room.

CONTROL ROOM & CALL CENTRE

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The company's control and call centres operate on a 24/7 basis and are equipped with state-of-the-art technology. The control room is able to monitor:

- Arming and disarming of alarms
- Activation of both intruder and fire alarm conditions
- Co-ordination of emergency procedures
- CCTV off-site
- Alarm monitoring and response
- Active Track devices deployed to site, and issued to managers
- The movements of personnel and assets



There are 12 incoming lines for everyday use with a dedicated client emergency line. A fully operational map of all operational areas providing accurate directions for supervisors and managers is in place. Each security officer reports in, confirming that he/or she is on duty, which allows for the management of a situation where absenteeism may lead to a late posting.

MANAGEMENT

Maxi Manage is an ISO-compliant proprietary electronic security management tool unique to the company, which focuses on procedures as well as Maxi Security's accountability to its clients for the rendering of a cutting-edge service.

The Maxi Manage system ensures that Maxi Security's attention to detail on site is measured and maintained. The areas which are of the utmost importance to the smooth running of a client's business include guard requests, site visits, accessing equipment required by Maxi Security personnel on site, tenant visits and client visits.

.Where shortcomings arise, the company's most senior management can ensure that all performance issues are dealt with by the relevant accountable Maxi Security representative timeously and efficiently, as well as ensuring the successful conclusion thereof.

the data captured by the system is available and accessible not only in monthly reports, but at any time that it may be required. The information can also be categorised and sorted to provide the detail of reporting required by the client. The system is not limited to reporting and can provide comparative analysis and trend identification.



ELECTRONICS

Maxi Security installs and maintains the following security-related products:

- Wireless and wired alarms and reaction links
- Wireless and wired CCTV systems
- Garage and gate automotive systems
- Access & parking control systems
- CCTV IP cameras and HD analogue cameras
- Beams
- Electric fencing
- Biometric fingerprint readers
- Intercom systems
- Automotive booms
- Vehicle scanners

Maxi Security conducts comprehensive site surveys and custom-designed systems which focus on enhancing the company's competitive edge, the clients' systems and controls.

FENCING

The company's fencing division has extensive experience in the industry and implements high quality fencing solutions based on clients' specific needs.

Its various fencing solutions include the installation of panel system fencing, diamond mesh fencing, field fencing, wire netting, piggyback electric fencing, high security mesh fencing, welded mesh fencing, stock fencing, razor mesh fencing, palisade fencing, game fencing and electrified palisade fencing.

Maxi Security has built up significant capacity and is a CIDB graded company with a 7SQ PE rating.

